



ORDER

Order Sep 00:15:00

Product
CLINT ZWEIFEL 4 MO

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

<u>Sales Office</u>	DC-M
<u>Sales Region</u>	NAT
Agency Ref	

<u>Estimate #</u>	2011
<u>Alt Order #</u>	09771615
<u>Billing Type</u>	Cash
<u>Order Type</u>	GENERAL
<u>Billing Cycle</u>	EOM/EOC
<u>Billing Calendar</u>	BROADCAST
<u>Demographic</u>	A35+
<u>Rev Codes</u>	SP-POL CAN GEN
<u>Product Codes</u>	PL1Mb
<u>Priority</u>	3
<u>Advertiser Ref</u>	

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 123863

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	35920
KCWE	%	0
KMBC	21%	26011
KMCI	%	0
KPXE	%	0
KSHB	28%	34681
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$23,162.50	\$27,250.00	0.00	10/01/12	10/22/12	47	\$23,162.50	\$27,250.00
Totals	47	\$23,162.50	\$27,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/16/12	10/16/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$300.00		0.00				
2	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$300.00		0.00				
3	4	10/18/12	10/18/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$300.00		0.00				

Contract / Revision 575317 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser **Zweifel, Clint/D/MO St Trea**; Product **CLINT ZWEIFEL 4 MO**

Estimate # 2011

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$300.00			0.00			
5	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$300.00			0.00			
6	4	10/16/12	10/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1		\$600.00			0.00			
7	4	10/17/12	10/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----			1		\$600.00			0.00			
8	4	10/18/12	10/18/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---			1		\$600.00			0.00			
9	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$600.00			0.00			
10	4	10/16/12	10/16/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1		\$525.00			0.00			
11	4	10/18/12	10/18/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---			1		\$525.00			0.00			
12	4	10/19/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$525.00			0.00			
13	4	10/22/12	10/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$525.00			0.00			
14	4	10/17/12	10/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News				REV											



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Contract / Revision 575317 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product CLINT ZWEIFEL 4 MO

Estimate # 2011

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
14	4	10/17/12	10/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	--W----	:30	1	\$525.00	2	0.00 NM	1	\$525.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----					1	\$525.00		0.00		
15	4	10/18/12	10/18/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$525.00	2	0.00 NM	1	\$525.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$525.00		0.00		
16	4	10/19/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$525.00	2	0.00 NM	1	\$525.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$525.00		0.00		
17	4	10/22/12	10/22/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$525.00	2	0.00 NM	1	\$525.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----					1	\$525.00		0.00		
18	4	10/16/12	10/16/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	2	0.00 NM	1	\$200.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----					1	\$200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10a	9-10a		-T-----	:30		\$200.00		0.00 NM		
19	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----					1	\$200.00		0.00		
20	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00 NM	1	\$200.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$200.00		0.00		
21	4	10/19/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00 NM	1	\$200.00
FOX News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$200.00		0.00		
22	4	10/16/12	10/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$300.00	2	0.00 NM	1	\$300.00
Noons News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----					1	\$300.00		0.00		
23	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$300.00	2	0.00 NM	1	\$300.00
Noons News REV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$300.00		0.00		
24	4	10/22/12	10/22/12		CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00 NM	1	\$300.00



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Contract / Revision **575317** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser **Zweifel, Clint/D/MO St Trea** Product **CLINT ZWEIFEL 4 MO**

Estimate # **2011**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
44	4	10/16/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TWT---	:30	1	\$800.00	3	0.00	NM	1	\$800.00		
News				REV													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWT---			1			\$800.00		0.00					
E 45	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----			2			\$600.00		0.00					
Totals														47	\$27,250.00		